



**DEPARTMENT OF FAIR EMPLOYMENT
AND HOUSING**
EMPLOYMENT DIVISION
DIRECTIVE

DIRECTIVE NUMBER
701

DISTRIBUTION DATE
April 16, 2004

1. **SUBJECT: PROCEDURES FOR REQUESTING MEDIA PUBLICITY**
2. **PURPOSE:** To set forth the procedures to be followed when initiating publicity regarding the Department's activities.
3. **BACKGROUND:** Public awareness of the functions and activities of the Department of Fair Employment and Housing (DFEH) serves to discourage unlawful acts and to encourage voluntary compliance with the laws enforced by the Department. When possible, staff should recommend publicity regarding noteworthy issues and activities. These procedures are designed to assist staff in identifying and recommending such publicity.
4. **PROCEDURES:**
 - A. **Identification of Issues:** Prior to requesting publicity, the District Administrator should discuss the issues involved with the appropriate Regional Administrator. Legal Division staff should discuss such issues with the Chief Counsel. Approval must be given by the appropriate supervisor prior to the initiation of a request.
 - B. **Request Form:** The District Administrator will submit a completed Request for Publicity" (DFEH-600-35) to the Deputy Director Enforcement Division, with a copy to the appropriate Regional Administrator. Legal Division staff will submit the same to the Chief Counsel.
 - C. **Fact Sheet:** All requests will be accompanied by a one-page fact sheet explaining the purpose of the request, as well as the objectives that will be accomplished as a result of the publicity. When the request involves a case-related press release, the fact sheet should address the following:
 - 1) The basic "five W's" (who, what, when, where and why) of the story.

- 2) Whether the issue has local or statewide significance. If the issue is local, define the geographic area of interest.
 - 3) The major point of the case. Whether there is statistical or factual information that would enhance the story.
 - 4) Identification of interest groups that would be most affected by this case.
- D. **Release Form:** The Department will not recommend publicity of a case-related matter without a release form from the complainant. A "Complaint Publicity Release Form" (DFEH-600-34) should be submitted with the publicity request. If the publicity in question involves a settlement, the release may be most easily obtained at the time the agreement is signed.
- E. **Approvals:** The Deputy Director Enforcement Division or Chief Counsel will review and recommend whether the request should be approved and forward the documentation to the Department's Public Information Officer (PIO) at Headquarters.

The PIO and Director will make the final determination as to whether the request will be approved.

5. **APPROVAL:**

Jill C. Peterson, Interim Director

Date